

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	Dr
1	1626335	CPI	\$168,750.0	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	E-
	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	E-
3		RF	\$0.00	0	New Line / Extend	02 23:59		Modifiable	None	N-
<div> <div> Date (line) Parent (by / Parent ID) Extend Line Start Amount Imps/Clicks View Group Manager Date Not Smooth Get Line Options Extend Line End Date </div> <div> Placement 3179832 Ad Family/Single Type delveits drop Line ID SEP-2001 00:00 30-OCT-2001 23:59 </div> </div>										

FIG. 6a

The screenshot shows the 'Line Group Manager' dialog box. At the top, 'Group Type' is set to 'RF_GROUP'. Below it, the 'Groups' list is empty. A 'Create New Group' sub-dialog is open, with the text 'Please specify new Group Name' and a text box containing 'reach_freq'. Below the text box are 'OK' and 'Cancel' buttons. At the bottom of the main dialog, there are buttons for 'New', 'Rename', 'Delete', and 'Group'. Below these buttons is a table with columns: 'Line ID', 'Line Start', 'Line End', 'Property', 'Position', 'Reach', 'Reach', 'Freq', and 'GFP'. The table is currently empty. At the bottom of the dialog, there are three buttons: 'Calculate & Save', 'Save All', and 'Close'. The 'Calculate & Save' button is highlighted with a yellow border.

FIG. 6b

The screenshot shows the "Line Group Manager" window. At the top, the title bar reads "Line Group Manager". Below it, the "Group Type" field contains "RF_GROUP". The "Groups" section on the left has a header "N.B reach freq" and a large empty rectangular area below it. To the right of this area are input fields for various parameters: "reach_freq" (set to 0), "Country" (set to "UNITED KINGDOM"), "Total Population" (set to 0), "Age Low" (set to 18), "Age High" (set to 24), "Gender" (set to "Male"), "Reach" (set to 0), "Reach2" (set to 0), "Frequency" (set to 0), and "GRP" (set to 0). Below these fields are four buttons: "New", "Rename", "Delete", and "Stop". At the bottom of the window is a table with columns labeled "line id", "Line Start", "Line End", "Property", "Position", "Reach", "Reach2", "Freq", and "GRP". The table currently contains no data rows. Below the table is a horizontal scrollbar. At the very bottom of the window are three buttons: "Calculate & Save", "Save All", and "Close".

FIG. 6c

Line Group Manager

Group Type

RF_GROUP

Groups

NR reach freq

Each Line

Country

Total Population

Age Below

Age High

Gender

Reach

Reach %

Frequency

GAP

UNITED KINGDOM

11591169

18

24

Male

New

Rename

Delete

Stop

Line ID

Line Start

Line End

Property

Position

Reach

Reach %

GAP

Calculate & Save

Save All

Close

FIG. 6d

1626336 Lines

Ad

Comments

Report

Invoice

Order: 213567

Line Type: RF

Click

Conversion

Credit

Design

Development

Exclusivity Fee

Future Campaign

License

List Fees

Promotion

Services

Slot

Sponsorship

Subscribe

Transaction

Line

Line ID

Line Type

Amount

Imps/Clicks

Line Start

Line End

Property

Status

Rev Flag

De

1

1626335

CPI

\$188,750.00

0

30-SEP-2001 00:00

30-SEP-2001 23:59

direct market

Frozen

None

Ex

2

1626336

CPI

\$0.00

2,250,000

30-SEP-2001 00:00

30-OCT-2001 23:59

direct market

Frozen

Bonus

Ex

RF

\$0.00

0

23-JUL-2002 00:00

31-DEC-2002 23:59

Modifiable

None

No

FIG. 6e

Line	Line ID	Line Type	Amount	Imps/Clicks	Line Start	Line End	Property	Status	Rev Flag	De
1	1526335	CPI	\$168,750.0	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	Ex
	1526336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus	Ex
3		RIF	\$0.00	0	23			Modifiable	None	No

FIG. 6f

[illegible]

[illegible]

FIG. 6h

[illegible]

FIG. 6i